**MKT 310: PRINCIPLES of marketing**

**Spring 2018**

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Office Hours: Please schedule through Canvas Calendar for priority, walk-ins will be first come first serve.

Tuesdays, 9-11:45am and 5-6:30pm at Sage Hall 2135 or via Zoom

 Wednesdays, 4:30-6pm via Zoom only

Thursdays, 10-11:45am at Sage Hall 2135 or via Zoom

 If these times do not work, please send an email for an appointment

Course Text: While you are not asked to buy a book for this class we are using a no-cost e-textbook. All reading materials will be posted on Canvas, it is solely your responsibility to keep track of deadlines and study material posted. Please check Canvas regularly, at least once a week.

Course Description: This course is designed as a semester-long introduction to marketing concepts, processes and practices commonly encountered in the industry. We will be looking at real-life examples to illustrate and understand how products and services are marketed. Towards the end of the course we will be able to discuss and devise marketing strategies for specific cases. More importantly, we will analyze the societal and economic effects of these practices.

Lectures and Workshops: The objective in this course is for you to get introduced to marketing concepts, principles and practices. The lecture + workshop structure will give you the opportunity to utilize the theory right after you learn it. The lectures will require you to understand and discuss the concepts; the workshops will allow you to apply the topic of that week to a project. I hope to be a facilitator or guide more than a lecturer, and surely I will need your help to do this. Most of my students in the previous years said they loved this structure because it means most assignments can be accomplished during class and there is less to do on their own time; it also resolves any scheduling conflicts you may encounter for your team project meetings.

Program Learning Goals: These are the skills we try to help you build in all MVS courses

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Course Learning Outcomes: Upon completion of this course, you will be able to

1. Describe and apply basic marketing concepts to real life cases (A, C, F)

2. Analyze and suggest marketing strategies for brands or companies through your team projects (A, B, C, D, E, F)

3. Communicate these suggestions through professional presentations and reports (B, C)

4. Evaluate existing marketing practices used by companies (A, E, F)

**Assessment**

The grading system in this class might seem unusual at first, but I will explain it in detail at our first session. Please make sure you understand the structure, if not, ask and come visit me during office hours so it is crystal clear.

You will be collecting points through your participation, exams and assignments as listed below. They will add up to your final grade (so no need to calculate percentages from letter grades).

GRADES ARE NON-NEGOTIABLE! If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

DEADLINES ARE NON-NEGOTIABLE! If a submission is late it is an automatic 0 point (though you might be able to make up for it through other assignments). I will respect your busy schedules by helping you do most of the work in class. I hope you'll return the favor by not asking me to change my schedule.

It is your responsibility to keep track of due dates (see schedule below) Any changes will be reflected on Canvas so watch out for new assignments, and announcements throughout the semester.

|  |  |  |  |
| --- | --- | --- | --- |
| **Assignment** | **# of submissions** | **Points per submission** | **Total** |
| Participation |  | 15 |
| The Pitch Assignment | 2 | 1 | 2 |
| Workshop Assignments | 6 | 1 | 6 |
| WMC visits | 2 | 2.5 | 5 |
| Final Draft | 1 | 10 | 10 |
| Final Presentation | 1 | 10 | 10 |
| Peer Evaluation | 1 | 5 | 5 |
| Online Quizzes | 2 | 3 | 6 |
| In-class Quizzes (Kahoot!) | 2 | 3 | 6 |
| Midterm exam | 1 | 15 | 15 |
| Final exam | 1 | 20 | 20 |
| **Final Total** | 100 |

Assignments: I will post assignments sporadically on Canvas. They will range from 1 to 5 pages depending on the topic of the week. Most of them will be related to the project and you might even be able to finish them during the workshops, in which case you will only be responsible for remembering to upload them to Canvas.

Exam: You will have one midterm and one final exam as scheduled (see the schedule below).

Participation: I am a big believer in participation, especially as part of a marketing course: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. If you feel uncomfortable speaking in class I strongly suggest you seek another class/section that does not require as much involvement.

Project: You will be working on a project in groups of 4 or 5. The project will entail analysis of a company’s marketing practices and suggestions on its improvement. In the past my students have done similar projects with start-ups and non-profits; they even found jobs through this project. Keep in mind, the project can only be what you make of it. You reap what you sow!

Presentation: I expect that you will be able to present your team project in a truly professional manner, all kinds of performances are welcome. Details will be explained in class.

**CSUCI Policies**

Disability Accommodations: CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

In case you have doubts as to what constitutes academic dishonesty please see below:

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.

2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.

3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.

4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.

5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."

6. The Academic Appeals Board shall consist of faculty and at least one student.

7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.

8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**Course Outline**

**Week 1: Jan 23 – Jan 25 | PART I – Getting Started**

 Course Overview and Introductions

 What is Marketing?

**Week 2 – 3: Jan 30 – Feb 6 | PART II – Module A – Marketing as…a discipline**

Topic 1 – Marketing Research

Topic 2 – Consumer Behavior

Debate – Marketing Ethics

Online Quiz 1 – Life Lessons from an Ad Man

**Week 3 – 7: Feb 8 – Mar 8 PART II – Module B – Marketing as…a strategic business process**

Topic 1 – Marketing Strategy

Assignment 1 - The Pitch (form teams)

Workshop 1 – Team Contract & Project Outline

Stage 1 – Market Analysis

 Workshop 2 – External Analysis PESTEL & Internal Analysis VRIO

 Stage 2 – Market Selection: STP

Workshop 3 – ST

Stage 3 – Marketing Decisions

 Topic 2 – Competitive Advantage

 Workshop 4 – USP & Positioning

**Week 8: March 13 – Mar 15 | Midterm Review (In-class quiz: Kahoot!) and Exam**

**Week 9: SPRING RECESS!**

**Week 10 & 12: Mar 27 – Apr 12 PART II – Module C – Implementation of Marketing Decisions**

Topic 1 – Marketing Mix

 Product

 Place

Workshop 5 - The 2 Ps

Price

 Promotion

Topic 2 – Branding

Workshop 6 – IMC (Promotions and Branding)

[Stage 4 – Evaluation: Customer Loyalty and Satisfaction, Marketing Metrics]

**Week 13: April 17 | PART III – Module A – Markets as…**

 Topic 1 - … a place

 Topic 2 - … an economic entity

 Substitutes

 Competitor: direct, indirect

 Types of Competition

Topic 3 - … people

 Suppliers

 Customers: Consumer, User, Buyer, Client

**Week 13 – 14: Apr 19 – Apr 24 | PART III – Module B – Market Dynamics**

 Topic 1 - Actors: C2C, B2C, B2B, Government, Non Profit

 Types of Markets: Consumer, Institutional, Industrial, Reseller

Topic 2 - International Markets & Economic Systems

**Week 14: Apr 26 | PART III – Module C – Social Marketing**

 Topic 3 - Social Change through Marketing

Online Quiz 2 – What nonprofits can learn from Coca-Cola

**Week 15: May 1 – May 3 | Presentations**

**Week 16: May 8 – May 10 | Final Review (In-class quiz: Kahoot!)**

**Summary Schedule**

**Week 15 & 16: Dec 7 & 14 | Final Review and Exam**

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| --- | --- | --- | --- |
| Week # Day | Date | Topic | Due Date of.. |
| 1 – Tu | Jan 23 | Overview |  |
| 1 – Th  | Jan 25 | What is Marketing? |  |
| 2 – Tu  | Jan 30 | Marketing Research  |  |
| 2 – Th  | Feb 1 | Consumer Behavior |  |
| 3 – Tu  | Feb 6 | Marketing Ethics Debate: Life Lessons from an Ad Man | Quiz:Life Lessons from an Ad Man |
| 3 – Th  | Feb 8 | The Strategic Marketing Plan |  |
| 4 – Tu  | Feb 13 | The Pitch  | The Pitch - Proposal |
| 4 – Th  | Feb 15 | Workshop 1: Project Outline | Team Contract  |
| 5 – Tu  | Feb 20 | Market Analysis | Workshop 1: Project Outline  |
| 5 – Th  | Feb 22 | Workshop 2: SWOT  |  |
| 6 – Tu  | Feb 27 | STP | Workshop 2: SWOT |
| 6 – Th  | Mar 1 | Workshop 3: Market Selection |  |
| 7 – Tu  | Mar 6 | Competitive Advantage | Workshop 3: Market Selection |
| 7 – Th  | Mar 8 | Workshop 4: USP & Positioning |  |
| 8 – Tu  | Mar 13 | Midterm Review (In-class quiz: Kahoot!) | Workshop 4: USP & Positioning |
| 8 – Th  | Mar 15 | Midterm Exam |  |
| 9 – Tu  |  | SPRING |  |
| 9 – Th  |  | RECESS |  |
| 10 – Tu  | Mar 27 | Marketing Mix: Product & Place |  |
| 10 – Th  | Mar 29 | Workshop 5: The 2 Ps |  |
| 11 – Tu  | Apr 3 | Marketing Mix: Price | Workshop 5: The 2 Ps |
| 11 – Th  | Apr 5 | Marketing Mix: Promotion |  |
| 12 – Tu  | Apr 10 | Branding |  |
| 12 – Th  | Apr 12 | Workshop 6 : IMC |  |
| 13 – Tu  | Apr 17 | Markets as place/economic entity/people | Workshop 6: IMC |
| 13 – Th  | Apr 19 | Market Dynamics: Actors |  |
| 14 – Tu  | Apr 24 | Market Dynamics: International Markets and Economic Systems |  |
| 14 – Th | Apr 26 | Market Dynamics: Social Change through Marketing | Quiz: What nonprofits can learn from Coca Cola |
| 15 – Tu | May 1 | Presentations | Final Paper |
| 15 – Th  | May 3 | Presentations |  |
| 16 – Tu | May 8 | Final Review |  |
| 16 – Th  | May 10 | In-class quiz: Kahoot! |  |